Project title: Digital Business Strategy, Dyson School of Applied Economics and Management

Brief Description of Design Project Goals:

Overview: This project is carried out in cooperation and coordination with a student team from Digital Business Strategy (AEM 3220). In an entrepreneurial approach, Digital Business students will work on a final project that is a study of a new business idea that makes use of Information and Communication Technologies in its core operations. Students work in groups of four. They write a maximum 4000-word report consisting of information collected and analyses completed about the industry environment and competitors, potential customer base, overview of technological characteristics, business model (components and their interactions), competitive and technology strategies (including IPR and standardization strategies). Many student teams will require assistance in software analysis (simulations, for example), software development (applications), or hardware prototypes.

Some Digital Business students are developing projects to launch entrepreneurial ventures, usually software based. One recent example is TuneTap.com, an application designed to connect live acts to venues and audience members. Included with the TuneTap project is a Ruby/Rails implementation of an interactive application.

Specific MEng Contribution:

Digital Business student teams will work with MEng students to
1. develop a business idea including a technological component for MEng development
2. regularly meet to discuss progress on the business and technical side of the cooperative work
3. deliver a working prototype of the business model and the technology by end of November
4. jointly present the project in the last week of classes

Specific project topics will be identified by mid-September as Digital Business teams get mobilized. These ideas will be posted to the MEng project site as they are identified.

Note that the Digital Business students are required to complete their analysis by the end of the fall, 2017 semester. This report will serve as a mid-project checkpoint for the MEng team. The MEng team will continue work on the project through the spring 2018 semester. Some Digital Business teams are likely to continue beyond the initial class (again, please note the TuneTap.com example).

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Number of MEng Students Needed: 1 - 2, depending on specific project proposal by individual team

Required Skills: Individual Project Dependent; could include software and hardware prototype development, sensor systems, app design, web design, and simulation,

Estimated Project Time Frame: Fall 2016 + Spring 2018 semesters

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Please see the list below on (Pages 2 – 11 of this document) for potential project ideas developed by student teams in AEM 3220, Digital Business Strategy. The student teams are interested in developing a prototype (involving both hardware and software) for a number of these projects.

A1 Traffic drone
Our final project was inspired by some of the ideas in Machine Platform Crowd regarding the use of drones to collect data over large expansive areas, and then the use of artificial intelligence to discern patterns within the data and develop predictive capabilities. We are confident in where both of these technologies are going and their ability to be integrated because they were used to assess crop healthiness over acres of land. Our idea is to use drones to assess traffic conditions in major metropolitan areas using this technology. Because AI typically requires data be fed to it before it can develop algorithms, we imagine that our drones will fly over interstates for a full year to see seasonal variations, as well as at different times of the day to assess the impact of time. Our customer base would include the local municipalities as well as individuals, and pricing strategies from the course will be used to generate revenue from each of these segments. Offerings to the municipalities could be things like when construction should be done and where new roads could be helpful, where law enforcement is most needed, and where accidents are most likely to happen. Offerings to the private consumer could include suggestions on what time to leave for work, alternate routes for speed or safety, or even parts of the road that are rough on the vehicle. We believe that these offerings would be most beneficial for the municipalities through desktop ERPs, because they would be more interested in statistical data as well as predictive capabilities and prescriptive suggestions on infrastructure and labor solutions. For the commuter, we believe that a smartphone app would be the best way to provide our services; we believe that the value our service creates is tremendous, and therefore we will monetize it by actually pricing the app instead of an ad-based or freemium model. Our biggest competitor will likely be the traffic app Waze, which was acquired by Google in 2013 for 1.1 billion dollars. The app works a little bit differently as it is crowdsourced, so information comes from data sharing between users as opposed to our business model which actually analyzes the landscape. Our model is also different because of
how it creates an offering for the actual governments that are looking to improve their infrastructure.

A2 The Grocery Guard
The Grocery Guard is a device that helps minimize food waste, saves money spent on food, and keeps meals interesting. The Grocery Guard can be attached to a refrigerator and keeps track of the items inside, along with their expiration dates, with the use of a barcode scanner. The Grocery Guard is an easy way for users to assess what items are inside, without having to dig around and/or leave the refrigerator door open for extended periods of time. Additionally, Grocery Guard provides recipes based on what food is going to expire in the near future to prevent it from going to waste. Upon expiration, the Grocery Guard alerts the user that the food has expired and needs to be thrown away. By making it an interactive process, particularly by including the recipe options, the Grocery Guard will become a part of the user’s daily life, and therefore influence them to be more conscious when grocery shopping.

A3 The Group/location based shopping and promotion
The Group will design and develop a custom mobile platform to help users identify merchandise for sale inside stores, as well as discounts and promotions, as users walk near them. While the application will include both large and small retailers, it will be especially useful for small boutique stores with little name recognition and will ultimately drive customer retention and overall sales for clients. Local search engines, review sites, and advertising platforms will be the primary competitors in the proposed application’s industry. Key competitors in the space, including Yelp, Zagat, Urbanspoon, and TripAdvisor make it easy for local businesses to own a basic presence on the internet and provide enhanced presence through advertising. Social media players like Facebook and Foursquare may also participate in the industry, as local event summaries and social check-ins become popular. However, this application will differentiate in its ability to tailor user experiences by interest and location.

A4 MatadorFinance.com
Basic financial education isn’t taught in high school or college. Many working adults often don't understand sound saving and investing principles, and without knowledge of the fundamentals of personal finance, living "paycheck to paycheck" is all too common. Still, those who take the initiative and educate themselves on these topics find that if they had this knowledge years earlier, their situations would be exponentially better and their financial futures much brighter. MatadorFinance.com is a web-based, interactive course that teaches the basics of personal finance with a focus on investing, so that as students begin their first jobs and internships, they can take advantage of the actionable concepts presented and do not find themselves in the immense struggles that many Americans face today.

A5 Smart shoes
The smart shoes will have built in pressure sensors in the sole. Data collected from the sensors will be synced instantly into an app on devices such as mobile phone or computer. Users can review various information on the app through the app’s data visualization feature, including information such as feet pressure distribution maps and charts illustrating daily pressure measurement on specific feet areas. Users may choose to record their movements using their device’s camera while tracking the feet pressure distribution. The video can be played along with the feet pressure distribution maps to show the exact amount of pressure on feet at each point of the movements. Finally, a convenient share feature will be incorporated such that users
can easily share their records with physical therapists for online consultation. The application of the smart shoes is to help patients in need of physical therapy after an injury or surgery. Our product will provide a foot and ankle conditioning program that is personalized to the needs of the patient and will provide care 24/7. By connecting with the patient’s medical records, the mobile application platform is designed to identify and target muscles that need improvement in strength and flexibility. The product will act as a live physical therapist that can recommend the best methods of walking and exercising to ensure that the patient will heal quicker, safer, and more effective as well as the suggested length of the conditioning program. Actual physical therapist can also track patients’ progress to see how well they are healing and also prescribe any additional programs that may not have been identified in the patient’s first diagnosis. However, the user is not limited to using our product only after an injury or surgery. Our company encourages our customers to continue using our product to maintain the lifelong health and protection of the user’s feet and legs.

A6 P2P travel guide network

Idea: Peer-to-peer connection between young travelers and local tour guides

Millennials enjoy cultural experiences and are travelling more than older people

http://www.huffingtonpost.com/sarah-clark/4-ways-millennials-are-ch_b_10503146.html
https://www.bostonglobe.com/lifestyle/travel/2017/05/03/what-millennial-travelers-wantnew-study-finds-out/mRcbCdZzhtOyFVU7jN7sVM/story.html

Millennials are predicted to spend $1.4 trillion on travel in 2020
72% of Millennials spend more money on experiences than material objects
86% of Millennials would rather experience a new culture compared to 44% who would rather party or 28% who would rather shop
50% of Millennials pick travel destinations because they want to experience a unique culture, and 78% want to learn something new during their travels

Millennials took an average of 2.38 vacations in 2016, Gen Xers averaged 1.80 and baby boomers averaged 1.65

Millennials appreciate other cultures and like authentic experiences, but often cannot afford to pay for professional tour guides that work for large tour agencies. This website is a platform for young travelers to connect with locals all over the world. People can fill out their trip preferences. For example, they can enter where they want to go on a trip, how active of an itinerary they would prefer, what type of cultural activities they want to do, etc. Based on these preferences, the website suggests optimal tour guides for the travelers and provides them the option to message them to learn more about them. People can rate their tour guides on a five-star scale in various categories. They can recommend certain tour guides to others. Website also suggests you trips and tour guides based on your past trips and tour guides.

A7 UniversEATy

We want to help university students across the nation make healthy eating choices to meet their personal fitness goals. Our application, UniversEATy, will have a prototype at Cornell University for this project and will be expanded to other campuses around the country in later stages. This application will be designed to become integrated with iOS and Android software and primary technological characteristics will be to utilize real-time data about daily menus from Cornell Dining and extract data about the nutritional value of the meal based on ingredients. Furthermore, the premium features of the app will involve a platform for students to communicate with a professional nutritionist (i.e. dieticians and nutritionists in Cornell Dining
and Cornell Health) and build a personalized dietary plan. Within this platform, the student and nutritionist can communicate and collaborate to build/edit the plan. As the application becomes more popular and collects more data, we plan to incorporate AI to help students build out dietary plans based on needs of similar students without the need of an actual nutritionist. Mobile nutrition applications are becoming more popular as consumers want to know the nutritional information of the food they are consuming. Leading competitors are Calorie Counter & Diet Tracker by MyFitnesspal and 8fitWorkouts & Meal Planner. There is no application that specifically caters to university students who have limited access to food options beyond their campuses. Thus, our goal is to help university dining programs take advantage of the growing mobile

**A8 Robo-Therapist**

Our product aims to provide medical and psychological advice to customers through interaction with a robotic assistant. Namely, psychotherapy is the use of psychological methods to help a person change and overcome problems that they are facing. This typically consists of a person repeatedly meeting with a psychologist. The frequency of these sessions vary by person and can be daily, weekly, monthly, or less. A person must complete a doctorate to become a psychologist, and they generally charge $75-$150 per session. It is estimated that about 60 million Americans have received mental health treatment in the past two years. The National Center for Health Statistics finds 350 Million people worldwide suffer from depression, yet only 35% of people suffering from severe depression have been in contact with a mental health professional. Furthermore, those below the poverty line are 2.5x more likely to suffer from depression than those who are above the line. This showcases a need for accessible mental health care, specifically in terms of cost. Many cases of depression can be avoided by diagnosis at an early stage. Yet people choose not to seek help because of privacy concerns and cost. Our value proposition is providing a cheap means to quality health care, allowing consumers to use our medical service and alleviate any fears of judgement by speaking to a robot. IbisWorld finds the psychotherapy industry to have a $15bn annual revenue stream, with an annual growth of 4.7%. As more people suffer from mental health issues, it is key for treatment options to be available to them in an affordable manner.

**A9 Automated laundry system**

We are suggesting the production of an automated laundry system for large scale lodging operations that require large amounts of throughput in laundry services. That is take the process of receiving, placing to wash, taking out, and placing in dryer, and then folding all in one system which can eliminate the need for large amounts of labor in the laundry process. The system should be able to distinguish between clothing types, and wash, dry and fold all items on proper settings according to the linen type. It would be interesting if this could then be integrated into hotel housekeeping delivery/assistance robots such as maidbot, or daisie to then deliver the items and act the part of the houseman in the hotel/lodging setting. Additionally, it would be interesting to have humidity sensors able to determine whether or not a piece of linen is dry enough. Some potential applications of this system are the following: Hotels, Hospitals, Retirement Homes, Casinos, Amusement Parks, Universities, etc.

**A10 Smartlarm**

Smartlarm is a mobile application concept with a goal of revolutionizing the way people wake up in the morning. A large percentage of the population relies on their iPhone or Android’s built-in alarm clock as a means to start their day. With the technological advancements we’ve created in the past decade, much of the daily life has been enhanced. However, one piece of technology
for which we rely on a daily basis, the alarm clock, has seemingly never evolved. Smartlarm is here to change that. The application will be available for free in the Apple and Android App Stores. Upon downloading the app, it will be as simple as registering a new account and filling out a brief survey regarding preferences and morning routine. By teaching the application about your snooze, shower, changing, and eating customs, it will form an algorithmic pattern smart enough to set your alarm for you. The next step is giving the application permission to sync with your primary calendar whether it be Apple iCal, Google Calendar, or Microsoft Outlook. On a daily basis, the application will automatically set an alarm based on the user’s first morning activity, while taking into account morning routine and distance to the first calendar event. Under the application’s preferences, users will have the ability to set a default notification time for nights when nothing is scheduled for the next morning. For example, if a user has no obligations on their calendar for a Saturday morning, they will receive a notification alert on Friday night saying “You currently have nothing scheduled for tomorrow morning. Would you like to add an event or have no alarm set?” Otherwise, Smartlarm will set users’ alarms for them and give them free reign to manipulate the time if needed. Users will no longer have to worry about forgetting to set an alarm or setting it at an inappropriate time. This application is specifically useful for people who have irregular waking times and/or detailed calendars; however, it is built for all purposes. While some could argue the application is not for them because they don’t maintain a comprehensive schedule, organizing appointments on a daily basis is a strong personal habit. Smartlarm will encourage those in this pool to keep a more detailed calendar.

A12 Coupon Go
The success of Pokemon Go in 2016, although ephemeral, was enough to attract the attention of millions of people as well as companies to Augmented Reality. According to Forbes, the AR market is expected to rise to $5.7 billion by 2021. With majority of IT companies investing heavily in buildings and hardwares, such as iphone X, to better support AR applications, we identified current timing as an ideal period to enter the AR market. We want to extend AR technology beyond gaming and apply it as a business opportunity where users like ourselves and business around us could all benefit from this technology, which led us to present CouponGo. CouponGo is a digital coupon platform applications combined with AR technology. Just as in Pokemon Go, user is prompted to walk around with the app open to obtain various coupons for local stores. An algorithm takes in user’s demographic data including age and gender to predict preferences for items, which helps to allocate limited number of coupons effectively. Another important factor considered into the coupon rationing is user’s real time location(GPS) data; coupons will be strategically placed so that the corresponding stores are within 100 meters. Here is an example scenario: a student at Cornell University turns on CouponGo while walking down the Collegetown. A 10% discount on Wings Over Ithaca coupon pops up on his app just as he reaches an intersection. He “catches” the coupon, which is now saved in his inventory, and he starts heading over to Wings Over Ithaca to make a purchase using the coupon.

B1 Project GPS
Gps has changed the way people find places and explore the world however old models like Garmin, Tom Tom, and Magellan have been replaced by phone apps like Google Maps and Waze. While Google Maps and the apps like Waze are becoming more popular and more efficient they are not user friendly in terms of displaying the information in a safe and comprehensive way. The apps often only verbally convey the directions once, which can make it difficult for the user to follow the exact directions. Often times users will be distracted by music,
conversation, a phone call, etc... which adds to the confusion even further and can result in unsafe driving while looking down at a cell phone to ensure they heard the correct directions. Overall we feel that there is a need that is unmet in the market and that need is to develop a device that continuously displays directions in a safe manner so that the driver is able to easily gain access to the directions without putting their life or another life in danger. Our product is similar to the design that some cars already implement to display speed on the dashboard. However instead of speed, we hope to have a Bluetooth capability so that the driver can cast their directions to the device and throughout the trip, the directions are they projected onto the bottom of the windshield. This will allow the driver to continuously see the directions without having to pick up their phone and the fact that the directions are projected on the windshield will help to improve safety by keeping the driver’s eyes on the road. This device will also be compatible with any app that provides directions so that the user can capitalize on the great apps that constantly get updated and created. Our product will not only help the individual consumer that makes the purchase, but it will create positive externalities for society in terms of road safety.

B2 WhoThat?
WhoThat? is a social networking app that listens to keywords to help young urban professionals identify and record facts that come up in conversations. This allows users to access conversation-data in a centralized location in order to make social networking convenient. WhoThat? works by listening to our conversations, performing real-time keyword analysis in order to identify names, institutions, interests, and other talking points about the people you meet. By passively listening, WhoThat? can identify when to begin listening, when to stop, and what context you met an individual person. It then takes this data and integrates with social media platforms such as Facebook, Twitter, and LinkedIn in order to maintain connections and keep you updated on who you met, where you met them, and which common interests you discussed. This can be used in order to remember which recruiter you met at a job fair, which members of a club you talked to, and who you met when you’re out.

B3 Religio
Currently, churches are losing members dramatically due to a failure to engage with their younger communities. Religio is an enterprise software company that gives churches the tools to better connect, engage, and retain their parishioners online. We are proud to be building the church of the 21st century. 95% of churches in the United States are shrinking and losing members year after year. Across the board of Christianity in the United States, there has been a 20% membership decrease in the last four years. Currently, one out of every two Catholic Millennial has left the church. The members are leaving due to a lack of community, a disorganized system, and a failure to utilize technology. We provide a mobile app, web platform, and management software that creates a more connected church. For the church, we help them increase donations, members, and engagement. For the parishioner, we help them connect with fellow members, keep them up to date on what's happening within their church, and also help them donate easily.

B4 Peru grocery shopping app
A B2B & B2C venture on Food Markets, starting in Peru and replicable in other countries featuring similar characteristics in its food chains. Peru holds 31 million people, distributed among three regions (coast, mountains and amazon jungle) not fully connected by roads or railways. Though Peru grew in the last 20 years (average ~ +4%) and its food and retail markets
reflect it (average ~ +11%), it is still working to close an infrastructure gap of approximately $70 billion (includes roads and nationwide bandwidth). For years, this gap prevented country food producers from dealing directly with consumers or business partners (restaurants, small groceries, caterers). As many, Peruvians spend a substantial part of their income in food. However, they like to get it from small groceries near their place (traditional), or from district markets. Personal relations are valuable when it comes to groceries and vendors (trust). Though big retail is growing, nowadays more than 1.2 million food producers (ranging from farmers to high-end city based delicatessen caterers) treat directly with clients through individual channels, with limited networks and reach. There is a first mover advantage to take in creating a digital platform where the traditional groceries (and food) vendor trust is offered to all, taking the consumer-vendor / caterer-friend supplier further, and reaching a national level. The R&D efforts on both a monetary and timely scale are unattractive to large players in the industry who already have significant market share. This has caused major retail players to turn away from this movement and will give Sazonperu.com a great opportunity to take away market share. Thus, the platform could include: Map based locator, personalized menu (of partners and products) and online purchase (including contracts and bids) for food consumers, producers and traders. Platform takes a share of the transaction value.

B5 Rescue
A smart-phone based application (with web integration) that connects qualified individuals with local consumers who are willing to pay to have mundane tasks completed. Using locational services on mobile devices we want to be able to connect service based workers, with users. The matches would be based on location and user’s rating (with an initial rating from our service and background vetting) to ensure that “good users” get “good workers.” These jobs can range from getting a ride somewhere and fetching coffee for a user all the way to plumbing jobs or installing complex software. As an iOS application it would involve a lot of coding, and possibly an outside server to hold information about workers and clients. It would need a feedback area for users to ensure their voices are heard. And a complicated vetting process with background checks to ensure user safety.

B6 Fashion shopping app
We’re developing a shopping web app that will be used on the iOS and Android platform. The primary function of the mobile application is to streamline the shopping process by helping both the retail store and the customer involved. The primary customer downloads the application and takes photos of items in their wardrobe ranging from shirts to dresses to suits. The app will then sort the photos and produce an inventory of the items. There will also be an option to include accessories such as jewelry, scarves, and handbags. Upon entering a store, the customer can launch the application and it will search the stores databases for their inventory and provide suggestions for clothing or accessories that match items in the customer’s existing wardrobe.

B7 Furniture Leasing/Subscription idea
With many young people moving in and out of apartments yearly, no matter if they are a college student or young professional, the task of buying apartment furniture can seem costly and daunting. This is especially true when the customer feels the need to go to many different furniture companies such as IKEA for a desk and Ashley furniture for a bedroom set. This can often be a costly activity requiring a good amount of time and physical effort. To change the game, our company would offer an efficient and cost effective way to get either all or part of your apartment furnished. As of right now, the majority of our main competitors are focused on
selling to families or more established professionals that have the ability to drop thousands of dollars on a bed frame. The main idea of [our company] is to charge a subscription fee to take care of the moving and furnishing process for people looking for temporary housing. Our customers would choose between several options (based on furniture quality and amount) in our website/app and have their selected pieces delivered to their home. When it is time for them to move to a different apartment they would have the option to keep the furniture they like for an additional cost or return it, and have [our company] furnish their new home based on their new needs. Our company would focus on college students and newly graduated individuals who are looking to have a nice apartment while still being on a budget. Playing off of the idea of the sharing economy the company would focus on the fact that this is a short term commitment.

B8 Grocery delivery app
Our idea is a mobile app that delivers groceries from local grocery stores. First, the user can choose a store from a list of all the local grocery stores that are supported. The user can then pick the groceries they would like. The list of items is broken down into categories similar to those at the grocery store, and the user can either browse through the sections or search for specific groceries using a search bar. The user can also place filters for their searches such as price/category. After selecting which groceries they would like, the user can enter a time window and place at which they would like them delivered. If the user would like to choose a specific time, they must subscribe for $1.99/month. To pay, the user can enter a credit card number. The user must pay for the groceries, a percentage of the groceries, and a delivery fee. Once the user is done ordering the groceries, the app will pull up the top 3 recipes that use the ingredients that the user has bought. Once the groceries are delivered, the next time the user opens the app, they will be prompted to rate the driver out of 5 stars and take an optional survey to determine factors such as the freshness of the groceries.

B9 Secure collaborative word processing
Digitized sharing makes collaboration efficient, but productivity shouldn’t come at the cost of security. With information security becoming more of a concern, individuals and companies have an increasingly difficult time keeping up with the fast-paced demands of the digital economy while remaining compliant with industry rules and regulations. We propose to create word processing software that will bridge this gap by allowing collaboration (think Google Docs) and a user-friendly workflow (Asana), while also being secure and trackable (Microsoft Word or secure digital contract technology). The basic technology will be such that the software exists on an already secured network. Blockchain technology will then be used to store and track all changes on a document in the network. The workflow can double as an authentication system in that as steps are checked off, certain parties can be locked out. Overall, however, this should be highly customizable to user needs. We plan to bridge the gap between two types of products, online document editing and workflow management. There are many platforms for collaboration on documents, but none are integrated with an efficient workflow scheme. Combining two products, which are used heavily by nearly every business, into a single platform would greatly simplify collaboration between teams.

B10 Vacation booking
Everyone needs a break from life sometimes. This is where our innovation idea stems from. However, sometimes the process and planning of a holiday is in itself potentially more stressful than work. Already, it is commonly known that vacations tend to be expensive, but the added
strain of planning makes going on holiday or travelling a daunting feat. The complications that can arise from booking travel can sometimes completely discourage people from going on vacation, and this has serious implications for the tourism industry, which sometimes contributes a significant amount of GDP to developing countries. There are many sites and companies dedicated to delivering an easy way to book a vacation, but each of these sites only provides one piece of the vacation- either airfare, hotels, or attractions. Our company wants to address this issue with information accessibility and asymmetry, making life easier for consumers. Our proposed company is one that allows people to plan and book their trip from “start to finish,” by finding the cheapest and best-timed airfare, best hotels and eateries, and attractions based on recommendations from the user as well as by crawling recommendations provided by others. The result is that users get an optimized itinerary based on the criteria of their choice- whether cost, luxury, popular attractions or undiscovered gems. Our company will display cost as well as the best days and times to visit attractions. The itineraries can then be approved or further customized by the user, by adding or deleting any attraction or modifying any hotel options before the system automatically books each flight, hotel, and attraction for the customer. Our goal is to make trip-planning an easy experience: instead of having to book each attraction, flight, and hotel separately, users simply have to approve the itineraries after they have customized them, and our system will complete the bookings for the users. Our business will run digital technologies, particularly AI and Machine Learning, to optimize itineraries based on users’ preferences. We can optimize based on cost, best days to visit attractions, and even preferences such as “I would like to be back in my hotel every day by 4pm so I can use the hotel pool.” A human touch is still involved as the human person would have to approve the itinerary generated by the AI system.

B11 Hydration tracker
Potential customer base (target market) a. People who have lifestyles where they keep measurements about their health, i.e., calories, sleep, heart rate, etc. i. Validated by current smart bottles on the market, however none of these have been largely successful due to poor design and functionality
Track water intake by volume i. Variable amounts of water intake depending of daily activity. This variable amount can be set through an application. b. Have light indicators that signify remaining water levels, blinks to indicate when to drink i. Notifications through the application on phone or smartwatch and bottle c. Sync with bluetooth d. Long lasting, easily replaceable battery i. + Rechargeable (Solar strip?) e. Attractive Design i. All stainless steel ii. Smooth form factor iii. Limited number of parts for the user to interact with

B12 Video chatting service
The problem many people have with video chatting is that they often have to repeat themselves due to poor quality microphones or poor service. And in many cases it is inconvenient to have a video chat on the go without everyone around you hearing what is being said in the conversation. We all love having face-to-face interactions with our friends and family but when it comes to communicating with them on the go we would rather just call them instead. One would think and easy solution for this problem would be to put in headphones but in many cases people aren’t carrying headphones with them or don’t want to put them in as they impair their ability to be aware of their surroundings. The basis of our app is solving the problem of video chatting private conversations or in situations where sound quality might not be great. Sometimes while having conference calls, it is difficult to understand what people on the other side are saying, or maybe it’s very important that a written transcription of a call is recorded. Current transcription apps are meant for one person to transcribe their current situation, but it
sometimes would be useful to have a shared real time transcription of a call, whether it is for recording purposes, the hearing impaired, or just a general quality of life improvement. An app meant to be used alongside popular video chat services, like FaceTime, Google Hangouts, and Skype. The idea is to have multiple people sign into a call on this application, and the application will turn on each one’s mic. It will then start real-time transcriptions and display them in the app. Possible extensions of the application would be integration into the aforementioned video chatting services, essentially real-time (or close to real-time) subtitling below the video. The app provides the ability to video chat even if you don’t have head phones.